Sturm, Ruger & Co., Inc.
2013 Retail Co-Op Advertising Program
OFFICIAL GUIDELINES

PROGRAM OBJECTIVE
The Ruger Retail Co-Op Advertising Program is designed to support appropriate retail-level advertising campaigns and strategies by giving independent, federally licensed firearms Dealers (hereinafter “Dealers”) the opportunity to be reimbursed for approved advertising media expenditures of eligible Ruger® firearms (hereinafter “Ruger® firearms”).

WHO IS ELIGIBLE
To help ensure compliance with laws and the proper promotion and demonstration of Ruger® firearms by knowledgeable persons, eligible Dealers must have a regular place of business with scheduled business hours on premises where such business use is permitted by law, and where Ruger® firearms are displayed to the shooting public. Where applicable, eligible Dealers must have a state resale tax number.

DEALER RESPONSIBLE FOR ADVERTISING CONTENT
It is the Dealer’s responsibility to ensure that an advertisement complies with applicable state, local and federal laws and regulations. Ruger and Agencies employed by Ruger to examine co-op advertising claims expressly disclaim any liability or responsibility for any advertising or promotion conducted by a Dealer.

ADVERTISING PERIOD
Subject to additional conditions set forth herein, 2013 Co-Op Program funds must be used for advertising activities during the calendar year beginning January 1 and ending December 31, 2013.

ACCRUAL AND USE OF CO-OP FUNDS
Available co-op funds will be calculated at two percent (2%) of the net invoiced dollars for full priced Ruger® Firearms only shipped during the current calendar program year. Ruger logowear & accessories and licensed Ruger products are not eligible for co-op accrual or for co-op reimbursement. Dealers must provide copies of unaltered current year Distributor Invoice(s) identifying qualified Ruger® firearms purchased to Co-Optimum Marketing Support Services. Printouts from Ruger Distributors (“summary sheets”) showing qualifying purchases also will be accepted. Based on provided invoices and/or summary sheets, Co-Optimum will calculate the co-op accrual and apply the accrual to the Dealer’s co-op fund. Accruals in excess of the amount needed to pay claims will remain in the Dealer co-op fund.


Funds not used for advertising during the current calendar year will not be carried over for use in the next calendar year. Claims are reimbursed from the oldest co-op funds available in a Dealer’s co-op account on a first in, first out basis.

Ruger co-op funds belong to Ruger until such time as the funds are claimed by a Dealer and it is determined that the advertising media expenditure is in compliance with all of the terms and provisions of this Co-Op Advertising Program.
## ELIGIBLE ADVERTISING AND REQUIRED DOCUMENTATION

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<th>Reimbursement</th>
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<th>Requirements</th>
<th>Submit</th>
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<tbody>
<tr>
<td>Regional / Local Newspaper</td>
<td>Ruger or Dealer created ads. 50%</td>
<td>Total ad space devoted to Ruger® firearms, including a prorated portion of the Dealer heading and signature.</td>
<td>Ruger logo must be prominently displayed. Ruger® firearms and logo must be clearly separated with a border in all ads featuring multiple products.</td>
<td>Full Page original tear sheet with publication name and date. Paid media invoice showing net media cost of the ad space. Completed Co-Op Claim Form.</td>
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<tr>
<td>Magazines</td>
<td>reimbursement</td>
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<tr>
<td>Direct Mail Inserts</td>
<td>Ruger or Dealer created ads. 50%</td>
<td>Ruger portion of printing and mailing costs along with a prorated portion of the heading and signature on each page that a Ruger product and logo appear.</td>
<td>Ruger logo must be prominently displayed. Ruger® firearms and logo must be clearly separated with a border in all ads featuring multiple products.</td>
<td>Sample of finished Direct Mail, Insert or Catalog. U.S. Postal Service receipt. Printer’s paid invoice. Completed Co-op Claim Form.</td>
</tr>
<tr>
<td>Outdoor Signs / Billboards</td>
<td>Ruger or Dealer created ads. 50%</td>
<td>The space charges or space rental charges.</td>
<td>Ruger logo must be prominently displayed and must be as large as the Dealer logo; and <strong>must be exclusive</strong> to Ruger.</td>
<td>Color photo of the outdoor sign/ billboard in its actual location. Copy of contract (must show months of installation and locations). Completed Co-Op Claim Form.</td>
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<tr>
<td>Radio</td>
<td>Dealer created ads. 50% reimbursement.</td>
<td>Ruger portion of total time costs including Dealer tag.</td>
<td>Minimum ad length is 30 seconds. The Ruger brand and product name must be mentioned as many times as the Dealer name in the radio spot and <strong>must be exclusive</strong> to Ruger.</td>
<td>Paid station invoice. Notarized affidavit of performance stating exact dates and times each spot ran. Notarized ANA/RAB or ANA/TVB or ANA/CAB certified script. Completed Co-Op Claim Form.</td>
</tr>
<tr>
<td>Media Type (cont.)</td>
<td>Reimbursement</td>
<td>Basis of Reimbursement</td>
<td>Requirements</td>
<td>Submit</td>
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<tr>
<td>Regional / Local Television / Cable</td>
<td>Ruger or Dealer created ads. 50% reimbursement.</td>
<td>Ruger portion of total time costs including Dealer tag.</td>
<td>Ruger logo must appear prominently. Minimum ad length is 30 seconds and <strong>must be exclusive</strong> to Ruger.</td>
<td>Paid station invoice. Notarized affidavit of performance stating exact dates and times each spot ran. Notarized ANA/RAB or ANA/TVB or ANA/CAB certified Video/Audio script. DVD of spot including opening titles/slate. Completed Co-op Claim Form.</td>
</tr>
<tr>
<td>Online Banner ads</td>
<td>Ruger or Dealer created banner ads. 50% reimbursement.</td>
<td>Total online ad space devoted to Ruger, including a section for the Dealer logo and tagline.</td>
<td>The Ruger logo must be prominently displayed according to Ruger’s customary and usual logo usage guidelines. Ruger® Firearms and logo must be clearly separated in all ads. Ruger <strong>must be exclusively</strong> advertised. The banner must take users to a Ruger section or product page on the Dealer site.</td>
<td>Image or flash file of banner ad (including animation if applicable) and image file of banner landing page. Completed Co-Op Claim Form.</td>
</tr>
<tr>
<td>Other Media and Special Events</td>
<td>Ruger or Dealer created banner ads. 50% reimbursement.</td>
<td>Written Prior Approval from Co-Optimum Marketing Support Services is required for all media not listed, and for other non-media events.</td>
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</table>
ADDITIONAL ART & COPY REQUIREMENTS
All advertising must feature Ruger in-line firearms; licensed Ruger product and Ruger Sportswear & Accessories are not eligible. For your convenience, we have provided a variety of advertising material. Please visit:
www.ruger.com/retailer/resources.html

All advertising, excluding radio, must feature a current Ruger logo.

Advertisements must be in good taste and reflect favorably on the Ruger brand and firearms. Any usage photos must depict safe gun handling practices.

Advertisements must comply with all Local, State and Federal laws.

INELIGIBLE ACTIVITIES
The following are ineligible for reimbursement:

- National circulation publications (only regional or local area placements in national publications will be considered and only if Prior-Approval is received)
- Yellow Pages advertisements
- Fees for mailing list acquisition
- Coupon programs
- % off “all store” advertisements classified ads
- Shopping guides
- Production costs
- Talent fees
- Agency fees
- Commissions
- Sales tax

REIMBURSEMENT
As directed by Ruger, Co-Optimum Marketing Support Services, Inc. will verify what qualifies as an eligible advertising media expenditure. Based on eligible, qualified advertising media expenditures, a participating Dealer will be reimbursed by check at a rate of fifty percent (50%) for advertising of Ruger® firearms and/or the Ruger brand up to the balance of currently available co-op funds.

PRO-RATING ADVERTISING COSTS
Print Materials - If a print advertisement is not exclusive to Ruger® firearms (i.e. the advertisement also includes other, non-Ruger products), Ruger only will reimburse for the prorated portion of the advertisement dedicated to Ruger® firearms, which portion must be clearly separated from other products. Each Ruger section of advertising must include a current Ruger logo. Reimbursement is based on the audited value of the advertisement as determined by Co-Optimum Marketing Support Services.

Broadcast Advertising – All broadcast advertising (radio, TV) must mention the Ruger brand name as often as the Dealer name and must be exclusive to only the Ruger brand.

PRIOR-APPROVAL SUBMISSION
Ruger recommends that ALL advertisements be submitted to Co-Optimum Marketing Support Services for prior-approval to ensure adherence to program guidelines and eligibility for reimbursement.

Where to Send Your Prior-Approval Request:
To obtain prior-approval, please complete the Prior Approval Form and submit it by FAX or EMAIL with a copy of your proposed advertisement. Prior-Approval forms are available through http://www.Ruger.Co-Optimum.com.
Prior-Approval Requests via the Ruger Co-op Website: www.Ruger.Co-Optimum.com
(Use this method for fastest response)

Prior-Approval Requests via Fax:
Ruger Co-op Program
c/o Co-Optimum Marketing Support Services
(818) 461-6111

Prior-Approval Requests via Email: Ruger@Co-Optimum.com Prior-Approval

Notes:
• Co-Optimum Marketing Support Services will respond to prior-approval requests within one business day of receipt of the submission.
• A prior-approval does not guarantee that funds will be available.
• A prior-approval does not constitute final approval for payment or an authorization of funds over and above those funds eligible for use.
• Ads changed subsequent to any Prior Approval shall not be considered approved, though they may still be eligible for reimbursement.

SUBMITTING A CLAIM FOR REIMBURSEMENT
All claims must be submitted via completed a Ruger Co-op Claim form, together with all specified documentation (see the chart elsewhere in these Official Guidelines), including required proof of performance and a Prior-Approval Form, if applicable. Dealers may obtain additional copies of Claim and Prior-Approval forms on-line at www.Ruger.Co-Optimum.com or by calling Co-Optimum Marketing Support Services at (866) 537-0126.

Claims must be postmarked within 60 calendar days after the advertisement run date. Claims postmarked after the 60-day deadline will be ineligible for reimbursement.

The last day to submit claims for the 2013 calendar year is February 28, 2013. Claims postmarked after that date for 2013 advertising activity will not be eligible for reimbursement.

Mail your Claim with completed documentation to:
Ruger Co-op Program
 c/o Co-Optimum, Inc. 5000 Van Nuys Boulevard
Suite 400
Sherman Oaks, CA 91403

Dealers will be notified by mail if additional documentation is needed to process the claim. The additional documentation must be postmarked no later than 60 calendar days after the date on the mailed notice. Additional documentation received after this deadline will be ineligible for payment.

Reimbursement Notes
• Reimbursement cannot exceed available funds. Claims in excess of the available balance will be paid up to the amount available. The unpaid balance due to lack of funds will be considered “pending.”
• All claims for reimbursement are subject to verification by Co-Optimum Marketing Support Services, or Ruger, whose determination of the value or acceptability of any claim shall be final. Ruger and Co-Optimum Marketing Support Services are not responsible for legal clearance of promotional programs or advertising content. It is the responsibility of the Dealer to ensure that the content complies with all Federal, State and Local laws and regulations.
• Funds are never to be deducted from Ruger statements or invoices.
ADDITIONAL INFORMATION
Questions regarding the Ruger Co-Op Advertising Program should be directed to the Ruger Co-Op Help-Line at Co-Optimum Marketing Support Services at:

Ruger Co-Op Help Line: (866) 537-0126
Fax: (818) 461-6111
E-mail: Ruger@Co-Optimum.com

Additional information, forms and artwork is available via the Ruger Co-Op Website at:


Ruger reserves the right to amend or cancel this Co-op Advertising Program at any time with thirty (30) days notice.

Ruger reserves the right to suspend or revoke a Dealer's participation in this Co-Op Advertising Program if the Dealer fails to abide by the terms and conditions set forth herein.

Ruger has the right to offset any past due amounts a Dealer owes Ruger against any co-op funds accrued and/or owed to Dealer.